



POLICY

SO-25

Visual Identity

Board Received: June 27, 2022

Review Date: September 2026

Responsibility: Director of Education

Objective:

Grand Erie District School Board's visual identity supports the mission, vision and values of the Board. Grand Erie's visual identity includes: Board Name, Logo, Colours, Tagline, Styles, Typography.

Policy Statement

Staff shall adhere to the visual standards of the Board to promote consistency in Grand Erie. The Director, Superintendents and the Manager of Communications and Community Relations will monitor compliance with the Visual Identity Policy.

References:

- Visual Identity (SO-025) Procedure
- Visual Identity Guide
- Board Advertising (F-104) Procedure
- Purchasing (F6) Policy
- Multi-Year Strategic Plan 2021-26
- Certification of copyright: Official Mark (logo), Name, and Design (Trademark file numbers: 918209, 918055)
- Accessibility Standards